

Hunter Lua

Media Planning & Investment

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About Me

I am a Media Specialist with experience in digital campaign execution, campaign performance analysis, and targeting Asian consumer markets within the U.S. market. Graduating this year from Singapore Institute of Technology with a degree in Digital Communications and Integrated Media of the highest distinction and with a Diploma in Accountancy, I bring a unique set of skills in both media, advertising, and financial data analytics. With one year of working experience in New York City, I have developed a strengthened ability to thrive in fast-paced, multicultural work environments.

Work Experience

Assistant Media Specialist (Planning & Investment)

Apr 2025 - Present

McDonald's (U.S Market) | Admerasia

- Strategized and executed media campaigns for McDonald's U.S. initiatives, including McDonald's Monopoly, FIFA World Cup 2026, K-Pop Demon Hunters, and McValue, ensuring campaigns reached key target audiences and effectively drove awareness, engagement, and conversion.
- Collaborated with multiple media partners to strategically allocate campaign budgets, optimize media investment, and ensure KPIs were met effectively.
- Transformed historical campaign data into actionable insights to optimize future campaign performance using tools such as Google Campaign Manager, Kochava, Foursquare, and Microsoft Excel.
- Delivered campaign performance insights and spend reporting to the McMedia team, while coordinating with partner agencies to align strategies, share learnings, and prevent overlap across media efforts.

Creative Intern

Sep 2024 - Feb 2025

Singapore Institute of Technology | Fiftyfull

- Drove awareness and engagement through content creation for the Singapore Institute of Technology's social media channels such as TikTok and Instagram.
- Developed engaging content concepts from client briefs for the organization's publicity initiatives, overseeing content creation from talent sourcing and production coordination to post-production editing.
- Incorporated stakeholder feedback to refine deliverables and ensure social media content remained engaging and high-performing.

Marketing and Communications Assistant
CHIJMES & Capitol Singapore | Perennial Holdings

Jun 2023 - Dec 2023

- Contributed to achieving a 95% tenancy rate for Capitol Singapore through strategic marketing and communications efforts, representing one of the property's strongest occupancy performances in recent years.
- Assisted in tenant and mall marketing initiatives for CHIJMES and Capitol Singapore, supporting campaigns and activations that drove foot traffic, increased tenant visibility, and strengthened brand awareness for both lifestyle destinations.
- Assisted in the execution of casual leasing events, including atrium activations, roadshows, and media space rentals, coordinating logistics, on-ground operations, and media coverage across social media and PR channels.
- Delivered monthly performance reports and presentations to senior management, highlighting mall PR results, tenant-focused content, marketing initiatives, and event outcomes.

Internal Communications Officer
Ministry of Home Affairs (Singapore)

Apr 2022 - Jun 2023

- Facilitated cross-functional communication and collaboration between departments to ensure smooth operational workflows.
- Led a team in executing the department's daily operations, ensuring tasks were completed efficiently and effectively.

Education / National Service

**Bachelor of Science in Digital Communications and Integrated
Media Honors with Highest Distinction**

Aug 2023 - Oct 2026

– Singapore Institute of Technology

Academic Distinctions:

- Graduated with Highest Distinction, Placed on Provost List for overall performance, Kevin Liang Book Prize in Marketing Communications

Leadership roles & Involvements:

- SITizen Ambassador, Treasurer of SIT Golf Club, Publicity Head of SIT Taekwondo Club

Inspector (National Service)

2022 Onwards

– Singapore Police Force

- Held the rank of Inspector in the Singapore Police Force
- Completed 7 months of leadership training at the Home Team Academy
- Received Commendation for Consistent Good Work and Dedication to Duty Rendered in 2023

Diploma in Accountancy

May 2018 - Jun 2020

– Ngee Ann Polytechnic

Academic Distinctions:

- Placed on Director's List for high performance for INNOVA

Leadership roles & Involvements:

- Assistant Student Coordinator Officer for the School of Business & Accountancy